

## **Request For Proposal (RFP)**

### **for**

## **Utah Business Resource Centers**

The Utah Governor's Office of Economic Development is soliciting proposals from State of Utah public higher-education institutions to perform functions consistent with the Utah Business Resource Centers Act, 63M-1-2701. There is a total of \$300,000 appropriated for fiscal year 2012 for this effort, and up to \$60,000 may be awarded to a single proposal or divided amongst more than one proposal as approved by the Executive Director, Governor's Office of Economic Development. Program delivery and outreach proposals should be focused on one 12-month performance period, with funds becoming available on July 1, 2011.

### **Overview**

Business Resource Centers began in Utah in 2008 and are now located in several communities across the State. The goal of a Business Resource Center (BRC) is to increase the success rate of Utah businesses, providing services that will ultimately allow new and existing businesses to grow. BRCs are entities established by the Governor's Office of Economic Development (GOED) as one-stop resource centers that provide coordination of business support, education, tracking of clients, access to sources of funding, training, technical expertise, mentoring, talent, and networking for new and existing businesses. It is expected that BRCs will partner with various business service providers located in their area and assist in the coordination of their activities, identify gaps in provided services, develop initiatives and provide opportunities. Business service provider partners can include federal, state, county, city, academic, private and any other business service providers that desire to participate with the BRC. No one BRC is expected to service the entire state, rather each BRC will service a self-defined local area with approval from GOED. Business Resource Centers are required to secure matching funds for this effort. Matching funds may be in the form of cash or in-kind contributions (facilities, services, personnel, etc.,) as approved by GOED. It is anticipated that funds requested as part of this proposal will be used for program development, outreach, and/or creation of new BRC's. Funds appropriated under this RFP shall not be used for new construction.

The Governor's Office of Economic Development provides administrative oversight for the center(s) established by the office, maintains decision authority, and acts as fiscal agent. A Utah Business Assistance Advisory Board, formed by GOED, will provide operational oversight of and coordination with the business resource centers.

## **Eligibility**

- (1) Sponsored by a Utah public institution of higher education
- (2) One-to-one match of funds requested/approved

## **Business Resource Center Duties and Responsibilities**

- (1) A Business Resource Center shall:

- (a) be a focal point to coordinate business assistance in partnering with governmental entities, academia and other business resources in a local area;
- (b) initiate and encourage business education programs, including programs in coordination and collaboration with public, private, and governmental institutions;
- (c) provide research, development, or training programs for new businesses;
- (d) develop programs to aid business clients in finding the resource they need;
- (e) work with the host institution in providing academic resources, including faculty and student assistance, as appropriate;
- (f) develop programs for outreach to entrepreneurs in rural areas of the state as appropriate;
- (g) partner with the Governor's Office of Economic Development to develop and establish web-based access to virtual business resource center services over the Internet to assist in establishing and growing businesses in the state, and particularly in those situations where traveling to the business resource center site is not possible or practical; and
- (h) develop, maintain and report metrics to determine effectiveness of efforts.

- (2) A Business Resource Center may:

- (a) provide needs assessment relating to new or existing businesses in conjunction with other public or private economic development programs or initiatives;
- (b) provide business incubator space or services, or both, to businesses based on criteria established by the office in consultation with the board; and
- (c) work with local business leaders and government officials to assist in formulating and implementing economic development decisions for their communities.

## **Applications**

**BRC Grant Solicitation Proposals for FY 2012 are due at the Governor's Office of Economic Development on or before May 11, 2011 at 5:00 PM.**

Please submit your BRC grant proposal electronically only. Complete this proposal cover form and associated forms and provide a complete business plan (using your preferred format) and return all documents in PDF format only to Riley Cutler via email (rcutler@utah.gov). The signature page can be either included in the PDF or faxed separately to Riley at 801-538-8888. The proposal and business plan must be received by the Governor's Office of Economic Development on or before Wednesday, May 11th at 5pm. Please call or send an email for verification (rcutler@utah.gov, or 801-538-8873).

## **Proposal Format**

The proposal is limited to 10 pages. Items 1 through 7 are included in the 10 page limit. Cover Page, Table of Contents, and Appendices are not included in the limit. All proposals are to be in either Microsoft Word format, RTF format, or PDF format. Please include the Executive Summary in the main document and also submit the Executive Summary as a separate document.

### **Business Resource Center's Grant Proposal Cover Page**

- Date Submitted
- Title of proposed Business Resource Center  
or title of proposed program for existing Business Resource Center
- Proposing organization Tax ID#
- Key organizational contact(s)
- Full mailing address, telephone number, fax number of contact
- Email address of responsible contact(s) (more than one is preferred)
- Name of higher education institution that will host the Business Resource Center (include letter of support from hosting institution as an appendix)
- Amount of request (total) for FY 2012 (July 1, 2011 through June 30, 2012)
- Vision statement for Business Resource Center
- Signatures (authorized organization official(s))

### **Table of Contents**

## **1. Executive Summary (1-2 pages)**

The executive summary will be used as a review document. It should be well written in laymen's terms and should cover all aspects of the proposed Business Resource Center business plan.

Elements appropriate for the executive summary include: problems that the BRC solves, background of the team and resources that will be dedicated to the center, applicability to the Utah economy, use of funds, matching funding sources (state, federal, other), etc.

**The reviewers of the RFP must be able to “catch the vision” of your proposal in the executive summary, so please make it good.**

## **2. Market Analysis and Needs**

- 2.1. Define the physical location and region the BRC will cover
- 2.2. Define current resources that are available in your area
- 2.3. Outline a gap analysis of resources needed to most effectively serve your geographical region
- 2.4. Outline current needs

## **3. Business Proposal and Model**

- 3.1. Vision statement
- 3.2. Proposed service area
- 3.3. Service provider partners and functions they perform
- 3.4. Define how the BRC will meet services currently not available
- 3.5. Scope of work
- 3.6. Needed programs
- 3.7. Explain delivery needs, and methods of delivery for programs

## **4. Management (Operations)**

- 4.1. Include information about BRC management (personnel, responsibilities, etc.)
- 4.2. Include a summary of the general role of the host institution with the BRC
- 4.3. Service delivery; explain how services will be delivered to customers
- 4.4. Proposed outreach; explain how outreach will take place

## 5. Services Value-Added

- 5.1. Portal for online information
- 5.2. How does this BRC plan to affect coordination amongst Service Provider Partners within the BRC network?
- 5.3. Internal and external outreach
- 5.4. For funds requested for outreach programs list other funding already received or expected to receive.

## 6. Budget and Matching Funds Declaration

Include a spreadsheet detailing matching funds with funding sources and any other relative financial information in an appendix.

- 6.1. Past use of funds awarded from the State of Utah (if applicable)
  - Budget
  - Expenses

- 6.2. Budget — Expected use of funds:
  - Personnel
  - Equipment
  - General/physical Expenses
  - Marketing Expenses
  - Operational Expenses
  - Travel
  - Total

- 6.3. Matching Funds — Expected source of matching funds

Please explain the source of all matching funds and whether they will be made in cash or in-kind. Please list all in-kind contributions.

**Note that disbursement of grant funds cannot be made until proof of receipt of matching funds has been provided to the State.**

## **7. Performance Measures, Metrics and Outcomes**

Measurement of the effectiveness of the Business Resource Center will be critical to its long-term financial support. Please explain what can and will be reported in each of the following areas to help determine effectiveness of the center. Please suggest other metrics that will demonstrate the outcome and success of your proposal.

7.1. Increase success rate of business as defined by:

- New business and expansions
- Increased access to capital availability
- Job creation

7.2. Businesses/People served

7.3. Networking opportunities and visits

7.4. Referrals made and received by partners

7.5. Virtual activity/on-line tracking/usage, as appropriate

7.6 Participation in Business Resource Advisory meetings

**For BRC's already in existence, please provide metrics from January 2010 through December 2010.**

**Appendices** (These do not count toward the total page requirement of the proposal)

- Letters of support
- Budget narrative support documents
- Detail of matching funds
- Other letters of support from customers, etc.